Developing & Communicating Your Brand

with Amanda Altman
TODAY’S AGENDA

- Goals of Branding
- Branding Questions
- Color Theory
- Cognitive Fluency
- Building a Tribe on Social Media
Brands mature over time like a marriage. The bond you feel with your spouse is different than when you first met each other. Excitement and discovery are replaced by comfort and depth.
@garyvee, @vaynermedia on Twitter

Wine expert, social media marketing guru, branding genius, motivational speaker, serial entrepreneur - FOLLOW HIM!
Brands mature over time like a marriage. The bond you feel with your spouse is different than when you first met each other. Excitement and discovery are replaced by comfort and depth.
Great marketing is all about telling your story in such a way that it compels people to buy what you are selling.
GOALS OF BRANDING

- Evoke an emotion
- Promotion of a lifestyle
- Deliver on a promise
- Communicate a message
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GOALS OF BRANDING

- Evoke an emotion
  - Special, happiness
- Promotion of a lifestyle
  - Luxury, exclusivity
- Deliver on a promise
- Communicate a message
GOALS OF BRANDING

- Evoke an emotion
  - Special, happiness
- Promotion of a lifestyle
  - Luxury, exclusivity
- Deliver on a promise
  - Quality, expensive
- Communicate a message
GOALS OF BRANDING

- Evoke an emotion: Special, happiness
- Promotion of a lifestyle: Luxury, exclusivity
- Deliver on a promise: Quality, expensive
- Communicate a message: This is Tiffany
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GOALS OF BRANDING

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WHAT DO YOU PROMISE TO DO FOR YOUR AUDIENCE?
QUESTION NO. 2

WHO IS YOUR TARGET DEMOGRAPHIC?
QUESTION NO. 3

WHO IS YOUR COMPETITION?
QUESTION NO. 4

HOW ARE YOU DIFFERENT?
QUESTION NO. 5

DESCRIBE YOUR COMPANY PERSONALITY IN 3 WORDS.
QUESTION NO. 6

CREATE A STYLEBOARD.
**Buy**

- **Yellow**
  - Optimistic and youthful
  - Often used to grab attention of window shoppers

- **Red**
  - Energy increases heart rate
  - Creates urgency
  - Often seen in clearance sales

- **Blue**
  - Creates the sensational of trust and security
  - Often seen with banks and businesses

- **Green**
  - Associated with wealthy
  - The easiest color for the eyes to process
  - Used to relax in stores

- **Orange**
  - Aggressive
  - Creates a call to action: subscribe, buy, or sell

- **Pink**
  - Romantic and feminine
  - Used to market products to women and young girls

- **Black**
  - Powerful and sleek
  - Used to market luxury products

- **Purple**
  - Is used to soothe & calm
  - Often seen in beauty or anti-aging products

*credit: The Conversioner*
COLOR THEORY

Men prefer bright colors
Women prefer soft colors

Shades
Tints

credit: Kissmetrics
COLOR THEORY

“if you ask me, all signs point to a

Bikini so teeny” - Essie

credit: Essie
DESIGN PHILOSOPHY

COGNITIVE FLUENCY
COGNITIVE FLUENCY
COGNITIVE FLUENCY
COGNITIVE FLUENCY
SOCIAL MEDIA

FINDING YOUR TRIBE
SOCIAL MEDIA

FOSTERING YOUR TRIBE
Today, getting people to hear your story on social media, and then act on it, requires using a platform’s native language, paying attention to context, understanding the nuances and subtle differences that make each platform unique, and adapting your content to match.
1. WHERE IS YOUR TRIBE HANGING OUT?
1. WHERE IS YOUR TRIBE HANGING OUT?

2. WHAT IS THE BEST PLATFORM FOR MY CONTENT?
SOCIAL MEDIA
SOCIAL MEDIA

ravelry  

Behance  

care2
SOCIAL MEDIA

ravelry

Behance
care2
goodreads
SOCIAL MEDIA

- Ravelry
- Behance
- Care2
- Goodreads
- Gentlemint
Most popular social networks worldwide as of January 2019, ranked by number of active users (in millions)

- Facebook: 2,271
- YouTube: 1,900
- WhatsApp: 1,500
- Facebook Messenger: 1,300
- WeChat: 1,083
- Instagram: 1,000
- QQ: 803
- QZone: 531
- Douyin / Tik Tok: 500
- Sina Weibo: 446
- Reddit: 330
- Twitter: 326

This statistic provides information on the most popular networks worldwide as of January 2019, ranked by number of active accounts. Market leader Facebook was the first social network to surpass 1 billion registered accounts and currently sits at 2.27 billion monthly active users. Sixth-ranked photo-sharing app Instagram had 1 billion monthly active accounts.

**Social networks**

The leading social networks are usually available in multiple languages and enable users to connect with friends or people across geographical, political or economic borders. Approximately 2 billion internet users are using social networks and these figures are...
71% OF SNAPCHAT USERS ARE AGE 18-34
“Your story needs to move people’s spirits and build their goodwill, so that when you finally do ask them to buy from you, they feel like you’ve given them so much it would be almost rude to refuse.”
WHO’S THE TRIBE?

✦ Healthy

✦ Sweet Potato Nutrients

✦ Gluten Free, Allergen Free, Dairy Free

✦ Families

✦ Sweet Breakfasts (kids)
### WHO’S THE TRIBE?

- **Mom**
- **30+**
- **Healthy Eating**
- **Connected**
- **Educated**

- **Pays for quality**
- **Home/Work Juggle**
- **Does all the shopping and cooking for the family**
Just made a delightful new recipe with our Healthier Way Sweet Potato Pancake Mix... breakfast for dinner? YES!

Check out how we did it here

www.YouTube.com/link
Breakfast for dinner? YES!
Sweet Potato Pancake Mix recipe here
http://tiny.url.com #nomnom
#healthyeating #crunchymomma
Visit our video blog to see how to make these yummy savory pancakes to compliment tonight’s dinner. 
http://tiny.url.com
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<td><strong>TUMBLR</strong>: lists out the steps of the recipe</td>
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<tr>
<td><strong>PINTEREST</strong>: has the photo with a short caption and link to the tumblr feed or youtube page</td>
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Our new Sweet Potato Pancake mix is flying off the shelves and not just for breakfast! Check out our savory cake recipe to compliment tonight’s dinner.
tumblr.com link
You can market your ass off, but if your product sucks, you’re dead.
BE AUTHENTIC
LOVE WHAT YOU DO
AND YOU’LL NEVER WORK
A DAY IN YOUR LIFE.
LOVE WHAT YOU DO
AND YOU’LL NEVER WORK
A DAY IN YOUR LIFE.
RECAP

- LOGO
- BRANDING GOALS
- DESIGN PHILOSOPHY
- SOCIAL MEDIA MARKETING
A penguin cannot become a giraffe, so just be the best penguin you can be.
Thank You!

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amanda@a3-design.com